**Resource Type:** Email Outreach Template

**Audience:** Clients or potential clients who may not be aware of their risk of flooding ahead of hurricane season.

**Directions**: Copy and paste the template below into your preferred email platform. HTML email formatting is preferred.

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**Subject: 5 Ways To Financially Protect the Life You’ve Built**

**Hi XYZ,**

You can’t control the weather. But you can prepare for it.

I want to make sure the life you’ve worked so hard to build is protected financially in the event of a hurricane, flood event, or other natural disaster.

Here are several ways to prepare:

* **Know your flood risk.** Just one inch of flood water can cause up to **$25,000 of damage** to your property – damage that homeowners and renters insurance won’t cover. Visit *https://www.floodsmart.gov/flood-map-updates* to understand your flood risk.
* **Schedule an insurance checkup.** Schedule a policy review to check the status of your policy to ensure there is no lapse in coverage. Remember, most flood insurance policies take **30 days to go into effect** so don’t wait until it’s too late.
* **Take advantage of loss avoidance measures.** NFIP will pay up to $1,000 towards the cost of sandbags, pumps, and lumber to protect an insured building from a flood or imminent danger. Take advantage of these loss avoidance measures that could help mitigate the damage caused to your property following a flood.
* **Create a rainy-day savings account.** By adding money to a rainy day fund each month, you can ensure you’re financially prepared for unexpected expenses and out of pocket costs while recovering from flood loss.
* **Secure important documents.** Store copies of birth certificates, passports, medical records, and insurance papers in a safe, dry place, and keep original documents in a watertight safety deposit box. These documents will begin the road to recovery if you need to file a flood insurance claim or file for disaster assistance.

Learn more about financially preparing for a natural disaster: [*https://www.ready.gov/financial-preparedness*](https://www.ready.gov/financial-preparedness)

Please don’t hesitate to reach out to me. I am available to answer your questions and discuss your current situation.

Best,

[Contact Information]